



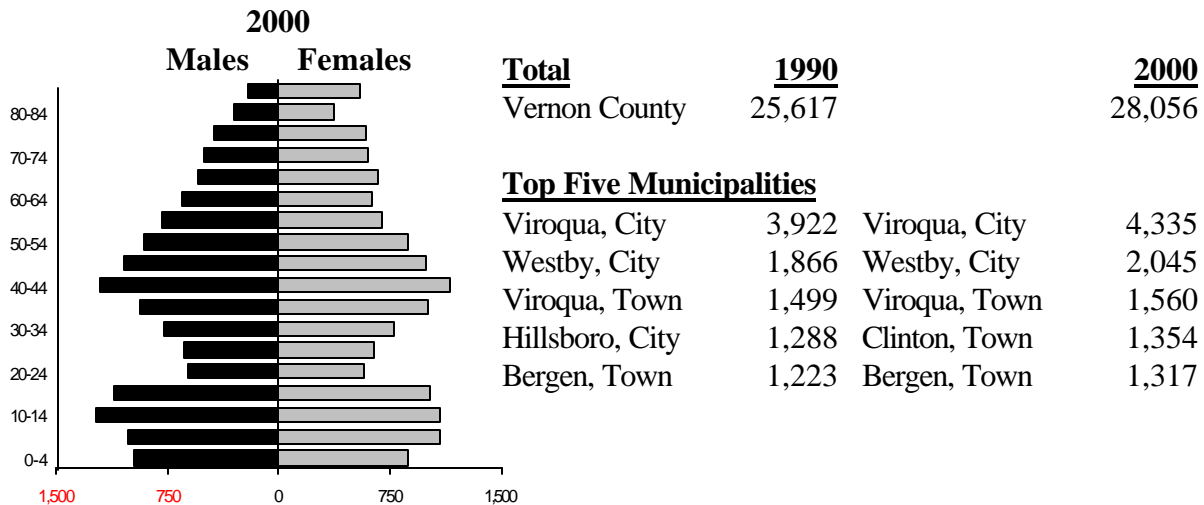
...experienced a 9.5% increase in population between 1990 and 2000, resulting in a 2000 total population of 28,056. In 2000, the county had 35.3 persons per square mile, a density much lower than the state as a whole. The median age in Vernon County is 39.1, indicating a slightly older population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Viroqua.

The median value of owner-occupied housing in Vernon County is \$73,400. 7.4% of the housing units are seasonal, a value above the state's average of 6.3%.

Farmland covers 67.6% of the county, while 42.9% of Wisconsin land is used for farming. The county is 44% forested and has 57 of the State's 15,057 lakes.

In Vernon County, Fleet Guard Inc. employs more workers than any other manufacturing firm, and The Vernon Memorial Hospital Association is the largest non-manufacturing employer. The Service industries generate the largest share of the county's total personal income. Vernon County's 1999 median household income was \$33,178.

Population



Quality of Life

	<u>Wisconsin</u>	<u>Vernon</u>
Persons per Square Mile, 2000	98.8	35.3
Number of Staffed Hospital Beds, 1995	16,070	34
Average Birth Rate per 1,000 population, 2000	12.9	13.9
Public School Enrollment, 2000-2001	879,476	4,509
Number of 2000 Public High School Graduates	58,545	405
1999-2000 Public High School Dropout Rate	2.3%	1.1%

Vital Statistics

	<u>Wisconsin</u>	<u>1990</u> <u>Vernon</u>	<u>Wisconsin</u>	<u>2000</u> <u>Vernon</u>
Birth Rate (per 1,000)	14.8	13.0	12.9	13.9
Death Rate (per 1,000)	8.7	11.3	8.7	11.8
Number of Marriages	38,934	197	36,100	200
Number of Divorces	17,727	68	17,337	62

Housing

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	10,830	12,416
Number of Single-Unit Structures	8,343	9,287
Number of Multiple-Unit Structures	1,088	1,218
Number of Single Units Permitted	8	2
Number of Multiple Units Permitted	8	67
Percent Seasonal Housing	3.9%	7.4%
Median Value, Owner-Occupied	\$43,600	\$73,400
Median Rent	\$196	\$292

Recreation

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Vernon</u>
Campgrounds	1,106	11
Campsites	75,367	424
Hiking Trails (in miles)	5,617	26
Mountain Biking Trails (in miles)	3,155	0
Cross Country Skiing Trails (in miles)	4,154	7
Snowmobile Trails (in miles)	14,896	170
Visitor Expenditures, 2000	\$11,046,539,344	\$34,133,889

Income

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$210,581	\$336,639	\$512,355
Non-Farm Personal Income (in thousands)	\$174,567	\$316,159	\$515,503
Farm Income (in thousands)	\$36,014	\$20,480	\$(3,148)
Per Capita Income	\$8,180	\$13,147	\$18,253
Transfer Payments (in thousands)	\$34,831	\$63,694	\$103,728
Proprietor Income (in thousands)	\$49,424	\$40,453	\$35,251

Banking

<u>2000</u>	<u>Wisconsin</u>	<u>Vernon</u>
Savings Institutions-Offices	396	2
Savings Institutions-Savings Capital (Millions)	\$12,761	\$58
Commercial Banks-Offices	1,720	15
Commercial Banks-Deposits (Millions)	\$62,618	\$275

Government Finance

<u>1997</u>	<u>Wisconsin</u>	<u>Vernon</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$17,013
Effective per Capita Property Tax	\$997	\$624
Total Expenditures (in 1,000's)	\$17,139,825	\$79,883
In Dollars per Capita	\$3,322	\$2,928
As Percent of Total:		
Education	43.2%	47.8%
Health & Hospital	4.5%	0.9%
Police	5.0%	2.6%
Fire	2.3%	1.8%
Public Welfare	6.8%	13.5%
Highways	7.7%	13.5%

Retail, Service, Wholesale

<u>1997</u>	<u>Wisconsin</u>	<u>Vernon</u>
Number of Retail Sales Establishments	21,717	108
Sales (in thousands)	\$50,520,463	\$161,074
Annual Payroll (in thousands)	\$4,826,217	\$16,871
Number of Service Establishments	55,618	189
Receipts (in thousands)	\$48,559,607	\$24,226
Annual Payroll (in thousands)	\$18,990,629	\$9,272
Number of Wholesale Establishments	8,025	37
Sales (in thousands)	\$57,192,863	\$75,557
Annual Payroll (in thousands)	\$3,764,944	\$4,540

Manufacturing**1997****Wisconsin****Vernon**

Number of Establishments	9,936	37
Number of Employees	562,479	970
Total Payroll (in 1,000's)	\$18,766,395	\$20,727
Production Workers, average number	416,254	823
Production Worker Hours (in 1,000's)	837,444	1,439
Production Worker Wages (in 1,000's)	\$11,952,570	\$15,424
Value Added (in 1,000's)	\$54,947,083	\$86,723
Value of Shipments (in 1,000's)	\$117,382,992	\$168,127

2002 Top Employers**Top Five Manufacturing Firms****Number Employed****Product/Type of Business**

Fleet Guard Inc.	100-249	Industrial Machinery & Equipment
NCR Corporation	100-249	Manifold Business Forms
Whitehall Specialties Inc.	50-99	Cheeses
Foremost Farms U.S.A.	50-99	Cheeses
Industrial Heat Transfer Inc.	50-99	Fabricated Plate Work

Top Five Non-Manufacturing Firms

The Vernon Memorial Hospital Assn.	250-499	Doctors' Offices and Clinics
Viroqua Area Schools	250-499	Elementary and Secondary School
Westby Area Schools	250-499	Elementary and Secondary School
Bethel Home and Services Inc.	100-249	Residential Care
Wal-Mart	100-249	Department Stores

Employment by Industry

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	(L)	(L)	(DS)
Construction	422	493	648
Manufacturing	950	771	874
Transportation and Public Utilities	620	488	547
Trade	2,143	2,317	2,690
Services	2,787	2,861	3,668
Government	1,376	1,624	1,952

Income by Industry

In Thousands:	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$279	\$96	(DS)
Construction	\$4,837	\$7,326	\$14,820
Manufacturing	\$9,891	\$15,047	\$27,216
Transportation and Public Utilities	\$11,537	\$13,427	\$20,542
Trade	\$20,416	\$29,743	\$41,402
Services	\$18,598	\$32,325	\$74,829
Government	\$16,068	\$33,509	\$54,583

Natural Resources

	<u>Wisconsin</u>	<u>Vernon</u>
Land Area (square miles)	54,310	795
Total Forest Land (in thousands of acres)	15,964.8	225.5
Commercial	15,702.5	223.0
Non-Commercial	262.3	2.5
Percent Land in Forests	46%	44%
Number of Lakes	15,057	57
Total Acreage of Lakes	982,155	256

Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Vernon</u>
Number of Farms	65,602	1,893
Land in Farms (acres)	14,900,205	344,172
Average size of Farm (acres)	227	182
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$3,396
Vegetables, Sweet Corn, and Melons	\$149,443	\$136
Fruits, Nuts, and Berries	\$140,140	\$101
Nursery and Greenhouse Crops	\$157,348	\$687
Poultry and Poultry Products	\$241,523	\$330
Dairy Products	\$2,746,950	\$54,408
Cattle and Calves	\$670,518	\$15,365
Hogs and Pigs	\$151,164	\$1,250

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

SOURCES:

TEXT

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

POPULATION

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

QUALITY OF LIFE

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

VITAL STATISTICS

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

HOUSING

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

RECREATION

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

INCOME

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

BANKING

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

GOVERNMENT FINANCE

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Facts.

RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

MANUFACTURING

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

TOP EMPLOYERS

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

INCOME BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

NATURAL RESOURCES

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

FARMING

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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The Wisconsin Department of Commerce

201 W. Washington Avenue

P.O. Box 7970

Madison, Wisconsin 53707-7970

1-800-hel-pbus

(608) 266-1018

Fax: (715) 267-0436

mt@commerce.state.wi.us

http://commerce.state.wi.us

Prepared by:

NorthStar Economics, Inc.

University Research Park

510 Charmany Drive, Suite 173

Madison, Wisconsin 53719

(608) 441-8060

Fax: (608) 441-8064

nstar@northstareconomics.com

http://www.northstareconomics.com



